

### ***Listing of the Claims***

This listing of claims will replace all prior versions, and listings of claims in the application.

1. (Currently Amended) A serum-free cell culture medium comprising a fibroblast growth factor (FGF) and an agent causing an increase in intracellular levels of cyclic adenosine monophosphate (cAMP), wherein said agent is selected from the group consisting of forskolin, isoproterenol, and theophylline;

wherein said medium is capable of supporting the cultivation of an epithelial cell *in vitro*.

2 - 72. (Cancelled)

73. (New) A serum-free cell culture medium comprising a fibroblast growth factor (FGF) and an agent causing an increase in intracellular levels of cyclic adenosine monophosphate (cAMP), wherein said agent is a  $\beta$ -adrenergic receptor agonist;

wherein said medium is capable of supporting the cultivation of an epithelial cell *in vitro*.

74. (New) The serum-free cell culture medium of claim 73, wherein said  $\beta$ -adrenergic receptor agonist is isoproterenol.

75. (New) The medium of claim 1, wherein said FGF is selected from the group consisting of FGF-1 (aFGF), FGF-2 (bFGF) and FGF-7 (KGF).

76. (New) The medium of claim 75, wherein said FGF is aFGF.

77. (New) The serum-free cell culture medium of claim 1, wherein said medium further comprises ascorbic acid.

78. (New) The serum-free cell culture medium of claim 1, wherein said medium is a 1X medium formulation.

79. (New) The serum-free cell culture medium of claim 1, wherein said medium formulation is a 10X concentrated medium formulation.

80. (New) The serum-free cell culture medium of claim 1, said medium further comprising one or more ingredients selected from the group of ingredients consisting of an amino acid, a vitamin, an inorganic salt, adenine, ethanolamine, D-glucose, epidermal growth factor (EGF), heparin, N-[2-hydroxyethyl]-piperazine-N'-[2-ethanesulfonic acid] (HEPES), hydrocortisone, insulin, lipoic acid, phenol red, phosphoethanolamine, putrescine, sodium pyruvate, T3, thymidine and transferrin.

81. (New) The serum-free cell culture medium of claim 80, said medium further comprising ascorbic acid.

82. (New) The serum-free cell culture medium of claim 80, wherein said amino acid ingredient comprises one or more amino acids selected from the group consisting of L-alanine, L-arginine, L-asparagine, L-aspartic acid, L-cysteine, L-glutamic acid, L-glutamine, glycine, L-histidine, L-isoleucine, L-leucine, L-lysine, L-methionine, L-phenylalanine, L-proline, L-serine, L-threonine, L-tryptophan, L-tyrosine and L-valine.

83. (New) The serum-free cell culture medium of claim 80, wherein said vitamin ingredient comprises one or more vitamins selected from the group consisting of biotin, choline chloride, D-Ca<sup>++</sup>-pantothenate, folic acid, *i*-inositol, niacinamide, pyridoxine, riboflavin, thiamine and vitamin B<sub>12</sub>.

84. (New) The serum-free cell culture medium of claim 80, wherein said inorganic salt ingredient comprises one or more inorganic salts selected from the group consisting of a calcium salt, CuSO<sub>4</sub>, FeSO<sub>4</sub>, KCl, a magnesium salt, a manganese salt, sodium acetate, NaCl, NaHCO<sub>3</sub>, Na<sub>2</sub>HPO<sub>4</sub>, Na<sub>2</sub>SO<sub>4</sub>, a selenium salt, a silicon salt, a molybdenum salt, a vanadium salt, a nickel salt, a tin salt and a zinc salt.

85. (New) The serum-free cell culture medium of claim 1, wherein said epithelial cell is selected from the group consisting of a keratinocyte, a cervical epithelial cell, a bronchial epithelial cell and a tracheal epithelial cell.

86. (New) The serum-free cell culture medium of claim 85, wherein said cell is a human cell.

87. (New) The serum-free cell culture medium of claim 85, wherein said cell is a normal cell.

88. (New) The serum-free cell culture medium of claim 85, wherein said cell is an abnormal cell.

89. (New) The serum-free cell culture medium of claim 88, wherein said abnormal cell is a transformed cell, an established cell, or a cell derived from a diseased tissue sample.